ABSTRACT OF THE DISCLOSURE

A viewfinder display apparatus which can realize good visibility superimpose having without giving uncomfortable feeling to a photographer is disclosed. viewfinder display apparatus includes an eyepiece lens unit, an a member on which illumination unit which irradiates illumination light, and a plurality of region display sections arranged in a viewfinder optical path respectively to correspond to the focus detection regions. Each of the region display sections includes an outer frame which partially transmits light from an object to display edges of the focus detection regions in the viewfinder field and reflecting region in which reflecting surface which reflects illumination light from the illumination unit to guide the reflected light to the eyepiece lens unit are formed.